



Your Preferred F & B Partners

Topic of Discussion

- Introduction of LSH Cambodia
- Challenges in Importing U.S. Products into Cambodia
- Challenges Ahead

Introduction of LSH Cambodia

- Establish in February 1999
- Specializes in Food Supplies to
 - Hotels,
 - Restaurants
 - Institutions
 - Supermarkets
 - Mini Marts
 - Wholesaler and Local Markets

Areas of Business

➤ **Food Service Provider**

- Meat (Beef, Lamb, Veal, Poultry, Game Meat & etc)
- Seafood
- Dairy Products
- Groceries

➤ **Agency Products**

- Confectioneries
- Bakery Ingredients
- Juices and Beverages
- Pasta
- Olive Oil



LSH CAMBODIA Pte., Ltd.

Your Preferred F & B Partner

供應新鮮進口海鮮, 肉類, 蔬菜與各種食品

Specialized in Food Supplies to Major Hotels & Restaurants Airlines, Food Chains Food Suppliers, Supermarkets Ship Chandlers & Wholesalers. Importer of Prime Meat, Seafood Dairy Products, Bakery Ingredients, Fresh Fruits Vegetables & Specialties from around the World.



All kind of Cheese



Imported Meat



Imported Sea Foods



Fresh Vegetable & Fruits



Pastas & Olive Oil



Japanese Sakes & Liquors



Japanese Items



Breakfast Cereals



Confectionary & Snack



Non-Food



Importer & Exporter

N°11, Street 9, Phnom Penh, Cambodia

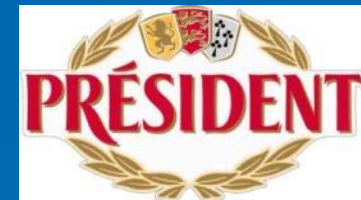
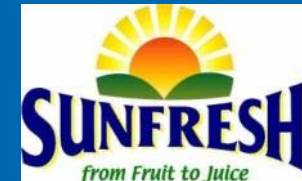
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Agency Products



American Beef



Frozen Potatoes Products



Challenges in Importing U.S. Products into Cambodia

1. Relatively Small Market (Demand) of US Products

- Knowledge of US Products is Poor
- Consumers base is relatively small
- Consumption is Low
- Thus Volume is small and cannot bring products directly from US in Full Container Loads (FCL)
- Most US Products need to be “Consolidated in Singapore or US and shipped into this market in smaller quantity

2. Vulnerability of the Market that affect Demand

- Seasonal Demand Fluctuation
High Season of Tourist Arrival (October – March)
VS
Low Season (April - September)
- Outside Factors affecting Tourist arrival
(Tension between Thai – Cambodia Relationship)
(Black Listing of Siem Reap Airways by EU)
- Outbreaks of SARS and Bird Flu

3. COST...COST...COST

- High Import Duties vs Asean Free Trade Agreement
most processed products are taxed at a
Duties of 35% + VAT 10%
- High Cost of Storage
No Coldroom facilities available for Rental
Investment required to built own Cold room warehousing
High electricity Cost to Store and Operate Cold Room
- High cost of Financing and Difficulty in getting Financing
Interest Rate is High - 10% onwards for
Bank Loan, LC, Overdraft need Asset co-lateral guarantee
- High Logistic Cost
Due to Small volume, can only import in 20ft Container
20ft Container are lesser in US, Cost is higher

4. Competing with Imitation and Inferior Products
 5. Getting Suppliers to be interested in this market
 6. Educating US products to End Users
 7. Understanding US Seasonal Markets Trends
 8. US products labeling
only code printed on the products, no expiry
date printed
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Challenges Ahead

- In Order to better promote US Products in Cambodia, we hope that more US Institutions, Suppliers and Manufacturers would Showcase and Promote their products to Cambodia.
- We hope that US Government Agencies and Institutions would support and sponsor more Trade Shows

THE END

